



City of NORFOLK

C: Dir., Department of City Planning

July 19, 2016

To the Honorable Council
City of Norfolk, Virginia

From: George M. Homewood, FAICP, CFM, Planning Director

Subject: **Text amendment to Repeal section 11-54, "Norfolk Premium Outlets Localized Alternative Sign Overlay District (NPO-LASO)," of the Zoning Ordinance and a special exception to permit alternative signage at 6282 Northampton Boulevard – Norfolk Premium Outlets**

Reviewed:

Ronald H. Williams, Jr., Deputy City Manager

Ward/Superward: 5/6

Approved:

Marcus D. Jones, City Manager

Item Number:

PH-5

I. **Staff Recommendation:** Approval.

II. **Commission Action:** By a vote of **7 to 0**, the Planning Commission recommends **Approval**.

Request: The applicant proposes to amend the previously approved comprehensive signage plan to account for the extensive road alignment.

IV. **Applicant:** Norfolk Premium Outlets

V. **Description:**

- In 2014 this site was rezoned and a comprehensive signage package was approved as a Localized Alternative Sign Overlay.
- Since the original approval, access to the site has been modified and as a result, the applicant proposes to add two new monument style project identification signs.
 - One sign is proposed at the end of Premium Outlet Boulevard and the second is proposed at the end of the secondary entrance on Pritchard Street.
- As part of the comprehensive rewrite of the Signage chapter, a special exception replaced the prior method of requiring a Localized Alternative Sign Overlay District.
 - This simplifies the process in that applicants will no longer need to request both a text amendment and a rezoning, but only a special exception.

Staff point of contact: Susan Pollock Hart at 664-4765, susan.pollock@norfolk.gov

Attachments:

- Staff Report to CPC dated June 23, 2016 with attachments
- Proponents and Opponents
- Ordinances

Planning Commission Public Hearing: June 23, 2016

Executive Secretary: George M. Homewood, FAICP, CFM

Staff: Susan Pollock Hart, CFM

JS

SP

Staff Report	Item No. 4	
Address	6282 Northampton Boulevard	
Applicant	Norfolk Premium Outlets	
Requests	Zoning Text Amendment	Repeal section 11-54, "Norfolk Premium Outlets Localized Alternative Sign Overlay District (NPO-LASO)," of the <i>Zoning Ordinance</i> .
	Special Exception	To permit alternative signage at 6282 Northampton Boulevard.
Property Owner	City of Norfolk	
Site Characteristics	Site/Building Area	40 acres
	Future Land Use Map	Commercial
	Zoning	Conditional C-3 (Retail Center) and NPO-LASO (Norfolk Premium Outlet Localized Alternative Sign Overlay) districts.
	Neighborhood	Lake Wright
	Character District	Suburban
Surrounding Area	North	I-2 (Light Industrial): Police K-9 Training Center
	East	City of Virginia Beach: Burton Station residential neighborhood
	South	C-2 (Corridor Commercial): Lake Wright, Lake Wright Hotel
	West	Interstate 64; O-1 (Office); Office uses



A. Summary of Request

The applicant proposes to amend the previously approved comprehensive signage plan to account for the extensive road alignment.

B. Plan Consistency

The proposed special exception is consistent with *plaNorfolk2030*, which designates this site as commercial.

C. Zoning Analysis

i. General

- In 2014 this site was rezoned and a comprehensive signage package was approved as a Localized Alternative Sign Overlay.
- Since the original approval, access to the site has been modified and as a result, the applicant proposes to add two new monument style project identification signs.
 - One sign is proposed at the end of Premium Outlet Boulevard and the second is proposed at the end of the secondary entrance on Pritchard Street.
- As part of the comprehensive rewrite of the Signage chapter, a special exception replaced the prior method of requiring a Localized Alternative Sign Overlay District.
 - This simplifies the process in that applicants will no longer need to request both a text amendment and a rezoning, but only a special exception.

ii. Parking

N/A

iii. Flood Zone

The property is located in the X Flood Zone, which is a low-risk flood zone.

D. Transportation Impacts

N/A

E. Historic Resources Impacts

N/A

F. Public Schools Impacts

N/A

G. Environmental Impacts

All improvements to the site will be approved through the site plan review process.

H. AICUZ Impacts

The site located in an AICUZ noise zone (65 DNS (day/night level), but the accident potential zoned associated with the Norfolk international Airport are located to the west and north of this site.

I. Surrounding Area/Site Impacts

Two additional on-site signs would not have a negative impact on the surrounding area.

J. Payment of Taxes

The property is currently owned by the City of Norfolk.

K. Communication Outreach/Notification

- Letters were mailed to all property owners within 300 feet of the property on June 8.
- Legal notification was placed in *The Virginian-Pilot* on June 9 and May 16.

L. Recommendation

Staff recommends **approval** of the special exception request subject to the conditions below:

- (a) All signs may be internally illuminated except for vehicular directional, parking identification, bus/taxi stop, delivery/service area, and temporary project announcement signs.
- (b) Signs permitted on this site shall be limited in location, sign face area, and height as shown in the table below:

Sign	Type	Locations where signs are permitted	Number of signs	Maximum Sign Area Per Face (square feet)	Maximum Height (feet above grade)	Illumination
Project Identification (Project name and logo only)						
	Pylon (double-sided face)	South property line visible from Interstate 64	1	700	100	Internally illuminated, routed and push through / individual channel letters with either face of halo-illuminated or a combination of both. Structure to be illuminated with external ground up lights.
	Monument (double-sided face)	Along Miller Store Road	1	150	15	Internally illuminated, routed and push through / individual channel letters with either face of halo-illuminated or a combination of both. Structure to be illuminated with external ground up lights.

Proponents and Opponents

Proponents

Randy Royal

Kimley Horn and Associates


4500 Main Street, Suite 500

Virginia Beach, VA 23462

Opponents

None

06/22/2016 lds

Form and Correctness Approved: 

Contents Approved: 

By 

Office of the City Attorney

By 

DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE TO REPEAL SECTION 11-54 OF THE ZONING ORDINANCE OF THE CITY OF NORFOLK, 1992, ENTITLED "NORFOLK PREMIUM OUTLETS LOCALIZED ALTERNATIVE SIGN OVERLAY DISTRICT (NPO-LASO)."

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

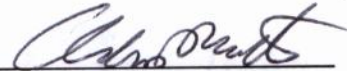
Section 1:- That Section 11-54 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), entitled "Norfolk Premium Outlets Localized Alternative Sign Overlay District (NPO-LASO)" is no longer needed because the regulations that were contained in said section are made effective through the approval of a special exception authorizing alternative signage, wherefore it is hereby repealed.

Section 2:- The Council hereby finds that this repeal is required by public necessity, convenience, general welfare, or good zoning practice.

Section 3:- That this ordinance shall be in effect from the date of its adoption.

Form and Correctness Approved:

RAP

By 
Office of the City Attorney

Contents Approved: 

By 
DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE GRANTING A SPECIAL EXCEPTION TO PERMIT ALTERNATIVE SIGNAGE FOR "NORFOLK PREMIUM OUTLETS" ON PROPERTY LOCATED AT 6282 NORTHAMPTON BOULEVARD.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That a Special Exception is hereby granted authorizing alternative signage for "Norfolk Premium Outlets" on property located at 6282 Northampton Boulevard. The property which is the subject of this Special Exception is more fully described as follows:

Properties generally bounded on the north by Command Corporate Center Office Park and South Cape Henry Road, on the east by the corporate boundary of the City of Virginia Beach and other properties of the City of Norfolk, on the south by Lake Wright, and on the west by Interstate 64 and other properties of the City of Norfolk; premises numbered 6282 Northampton Boulevard.

Section 2:- That the Special Exception granted hereby shall be subject to the following conditions:

- (a) The following types of signs are permitted in the district:
- (1) Project identification signs.
 - (2) Wall signs.
 - (3) Vehicular directional signs.
 - (4) Parking identification signs.
 - (5) Bus plaza identification signs.
 - (6) Bus/Taxi stop signs.

- (7) Delivery/service area signs.
- (8) Temporary project announcement signs.
- (b) All signs shall be limited in location, sign face area, and height as shown in the Table entitled "Sign Dimensional Standards," attached hereto and marked as "Exhibit A."
- (c) All signs may be internally illuminated except for vehicular directional, parking identification, bus/taxi stop, delivery/service area, and temporary project announcement signs.
- (d) This special exception does not regulate the content or message contained on any sign permitted on the property, and any sign may be changed so long as the size, location, and number remain unaltered by the change.

Section 3:- That the City Council hereby determines that the Special Exception granted herein complies with each of the requirements of § 25-7 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), namely that:

- (a) The proposed use and development will be in harmony with the objectives and policies of the adopted General Plan of Norfolk and with the general and specific purposes for which this ordinance was enacted and for which the regulations of the district in question were established;
- (b) The proposed use and development will not substantially diminish or impair the value of the property within the neighborhood in which it is located;
- (c) The proposed use and development will not have an adverse effect upon the character of the area or the public health, safety and general welfare. Conditions may be applied to the proposed use and development, as specified in section 25-8 below, to mitigate potential adverse impacts;
- (d) The proposed use and development will be constructed, arranged and operated so as not to interfere with the use and development of neighboring property in accordance with the

applicable district regulations;

- (e) The proposed use and development will be served adequately by essential public facilities and services such as streets, public utilities, drainage structures, police and fire protection, refuse disposal, parks, libraries, and schools;
- (f) The proposed use and development will not cause undue traffic congestion nor draw significant amounts of traffic through residential streets;
- (g) The proposed use and development will not result in the destruction, loss or damage of natural, scenic or historic features of significant importance;
- (h) The proposed use and development will not cause substantial air, water, soil or noise pollution or other types of pollution which cannot be mitigated;
- (i) The proposed use and development will not cause a negative cumulative effect, when its effect is considered in conjunction with the cumulative effect of various special exception uses of all types on the immediate neighborhood and the effect of the proposed type of special exception use on the city as a whole;
- (j) The proposed use and development complies with all additional standards imposed on it by the particular provisions of the ordinance authorizing such use; and
- (k) No application for a special exception shall be recommended or granted until any and all delinquent real estate taxes owed to the City of Norfolk on the subject property have been paid.

Section 4:- That this ordinance shall be in effect from the date of its adoption.

EXHIBIT A

Table of Sign Dimensional Standards

Sign Type	Sign Structure	Locations where signs are permitted	Maximum Number	Maximum Area (square feet)	Maximum Height (feet above grade)
<i>Project Identification (project name and logo only)</i>					
	Pylon (2 faces)	South property line, visible from Interstate 64	1	700 per sign face	100
	Monument (2 faces)	Along Miller Store Road	1	150 per sign face	15
	Monument (2 faces)	South side of Pritchard Street near southern terminus	1	150 per sign face	15
	Monument (2 faces)	West side of Premium Outlets Boulevard near northern terminus	1	150 per sign face	15
	Wall	Towers or other building features	6	250 per sign face	n/a
<i>Vehicular Directional</i>					
	Pole (1 face)	Parking lot intersections and drive aisles	40	12 per sign face	7
<i>Parking Lot Identification</i>					
	Mounted (3 faces)	Mounted to parking lot light poles	n/a	8 per sign face	n/a
<i>Bus Plaza Identification</i>					
	Wall (1 face)	Building	2	30 per sign face	n/a

Sign Type	Sign Structure	Locations where signs are permitted	Maximum Number	Maximum Area (square feet)	Maximum Height (feet above grade)
<i>Tenant</i>					
	Wall (letters shall not exceed 72" in height)	Towers or other building features	n/a	20% of surface area of building wall, cumulative ¹	n/a
	Wall (letters shall not exceed 48" in height)	Building	n/a	15% of surface area of building wall, cumulative ¹	n/a
<i>Bus/Taxi Stop</i>					
	Pole (1 face)	At bus/taxi stop	4	7	9
<i>Delivery/Service Area</i>					
	Pole (1 face) or Wall	At delivery/service area access	4 per service area	8	9
<i>Temporary Project Announcement</i>					
	Any	Any	3	256	20

Note:

- ¹ Raceways and other elements used to support letters or other sign content are excluded from the computation of cumulative maximum area.

Location Map



Zoning Map

GA

MILLER STORE ROAD
BLISS HILL ROAD

COMBANDER PARKWAY

I-2

I-2

C-3

SIMON PREMIUM OUTLETS

OSP

C-2

C-2

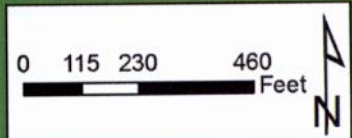
O-1

O-1

C-3

I-64HOV HIGHWAY
I-64E HIGHWAY

I-64W HIGHWAY





APPLICATION TEXT AMENDMENT

Date of application: May 5, 2016

Zoning Ordinance Text Amendment

Amend Section(s) 11-54

Add New Section(s)

APPLICANT

(If applicant is a LLC or a Corp./Inc., include name of official representative and/or all partners)

1. Name of applicant: (Last) Richardson (First) Scott (MI) A

Mailing address of applicant (Street/P.O. Box): 225 West Washington Street

(City) Indianapolis (State) Indiana (Zip Code) 46204-3438

Daytime telephone number of applicant (317) 685-7284 Fax (317) 685-7299

E-mail address of applicant: srichard@simon.com

AUTHORIZED AGENT (if applicable)

(If agent is a LLC or a Corp./Inc., include name of official representative and/or all partners)

2. Name of applicant: (Last) Royal (First) Randy (MI)

Mailing address of applicant (Street/P.O. Box): 4500 Main Street, Suite 500

(City) Virginia Beach (State) VA (Zip Code) 23462

Daytime telephone number of applicant (757) 548-7335 Fax (757) 213-8601

E-mail address of applicant: randy.royal@kimley-horn.com

DEPARTMENT OF CITY PLANNING

810 Union Street, Room 508
Norfolk, Virginia 23510

Telephone (757) 664-4752 Fax (757) 441-1569

(Revised January, 2015)

Text Amendment
Page 2

PROPERTY OWNER(S)

(If property owner is a LLC or a Corp./Inc., include name of official representative and/or all partners)

3. Name of property owner: (Last) (First) (MI)

Mailing address of property owner (Street/P.O. box):

(City) (State) (Zip Code)

Daytime telephone number of owner email:

If applicable – list all property owners information with signatures on a separate attachment

DESCRIPTION OF AMENDMENT

Purpose of Amendment

CIVIC LEAGUE INFORMATION

Civic League contact:

Date(s) contacted:

Ward/Super Ward information:

REQUIRED ATTACHMENTS

- ✓ Language for the text amendment (*see Example attached).
- ✓ Required application fee, **\$420.00** (if check, make payable to the City of Norfolk).
 - * Application fee includes a non-refundable \$5 technology surcharge.

CERTIFICATION:

I hereby submit this complete application and certify the information contained herein is true and accurate to the best of my knowledge:

Print name: J. Randall Royal Sign: J. Randall Royal 4/12/2016
(Property Owner or Authorized Agent of Signature) (Date)

Print name: Scott A. Richardson Sign: Scott A. Richardson 4, 12, 2016
(Applicant) (Date)

ONLY NEEDED IF APPLICABLE:

Print name: _____ Sign: _____ / /
(Authorized Agent Signature) (Date)

Purpose of Amendment

Since the date of the original Norfolk Premium Outlets Localized Area Signage Overlay (LASO) District adoption, conditions have changed on the subject site with regard to site access which now necessitate a reevaluation of the originally proposed signage master plan. At the time of the original adoption, the primary site access was envisioned as crossing through property owned by the City of Norfolk, but located within the corporate limits of the City of Virginia Beach, with associated necessary signage located within Virginia Beach. The secondary site access was proposed at the existing Commander Corporate Center (CCC) drive off of Miller Store Road.

The primary access route to the development was drastically modified as a result of political difficulties associated with establishing a roadway alignment and configuration that would be mutually agreeable to both the City of Norfolk and the City of Virginia Beach. Ultimately, it was not possible to satisfy the requirements of both cities and the decision was jointly made between the developer and the City of Norfolk to place the primary access road fully within the City of Norfolk. As a result of this change, the signage proposed upon entering the development now must be located fully within the City of Norfolk and thus requires inclusion in the signage master plan adopted under the LASO. This text amendment respectfully requests an additional site identification sign be placed on-site near the terminus of Premium Outlets Boulevard as depicted on the revised signage master plan.

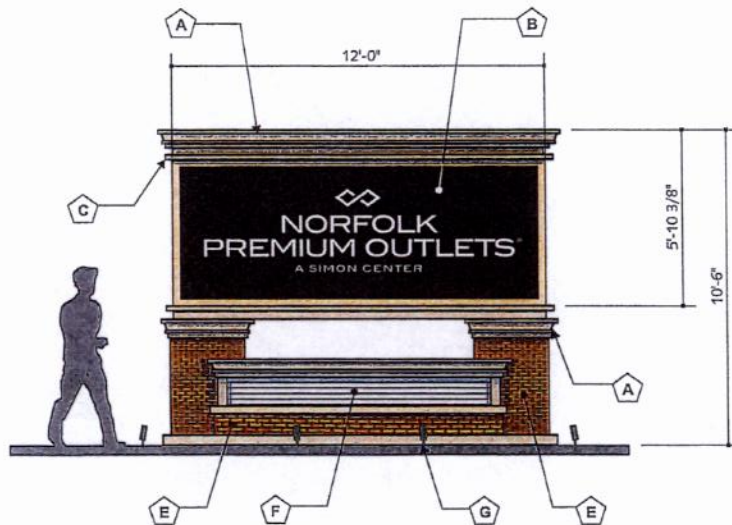
The location of the secondary access to the site also required significant modification since the time of the original LASO adoption. Due to issues involving the temporary and revocable nature of the right of easement and access across the railroad right-of-way to the Commander Corporate Center, it was found to be necessary to relocate it to come off of an extension of Pritchard Street in order to secure a permanent non-revocable secondary site access to the property. Originally, a site identification sign was proposed for installation at the existing CCC entrance. This text amendment respectfully requests an additional site identification sign be placed on-site, near the terminus of Pritchard Street as depicted on the revised signage master plan.

General Material Notes:

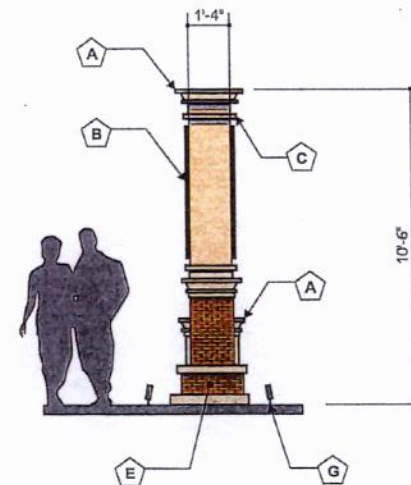
- | | | | |
|---|---|--|--------------------------------------|
| A Fabricated aluminum crown cap | C Painted aluminum tube | E Stone veneer over fabricated metal or concrete base | G Low voltage accent lighting |
| B Fabricated aluminum cabinet w/ routed and back lit letters | D Fabricated aluminum architectural brackets | F Cementitious exterior cladding board | |

General Design Note:

Sign design shown are illustrated for conceptual review only. Final design, dimensions and area may vary from concept illustration shown, but max. allowable sign area and sign structure area will not be exceeded.



Secondary Identity Monument - Front Elevation
Scale 1/4"=1'-0"



Secondary Identity Monument - Side Elevation
Scale 1/4"=1'-0"



Project Name:



Project Owner:



Project Architect:



No.	Description	Date:
01	SPO Review	05/05/16
02	SPO Review	05/06/16

Site Identity Monument Sign

Sign Type:

B2

Elevation Study

Project:	13/1204
Date:	04/15/16
Scale:	Noted
Drawn By:	NL
Checked By:	DG

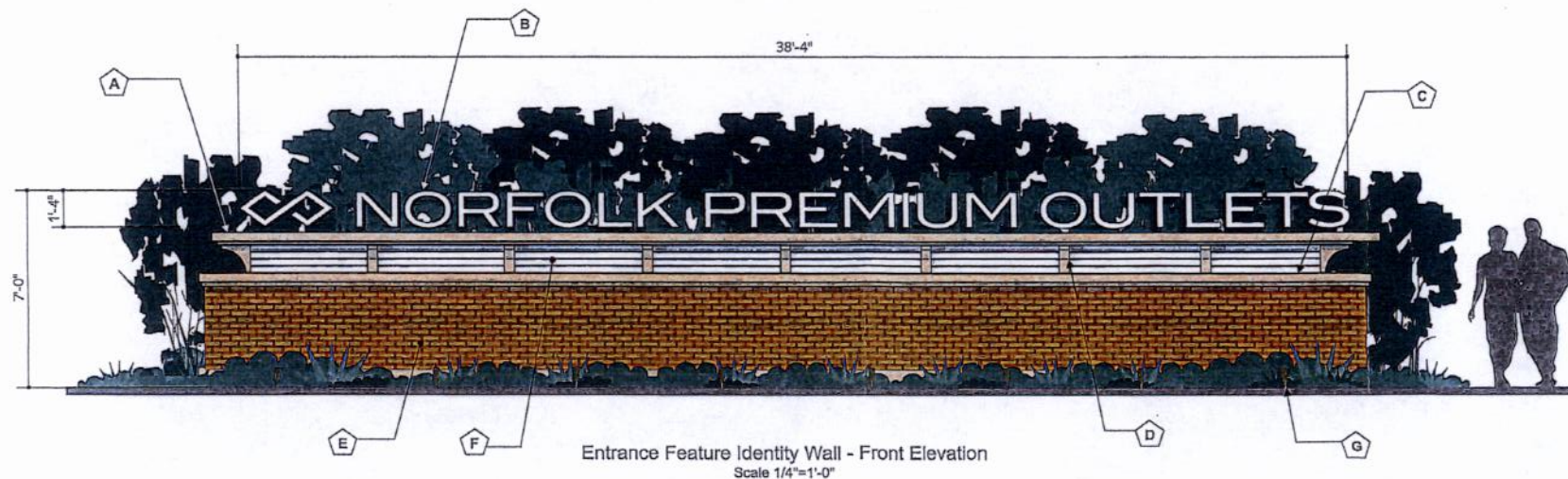
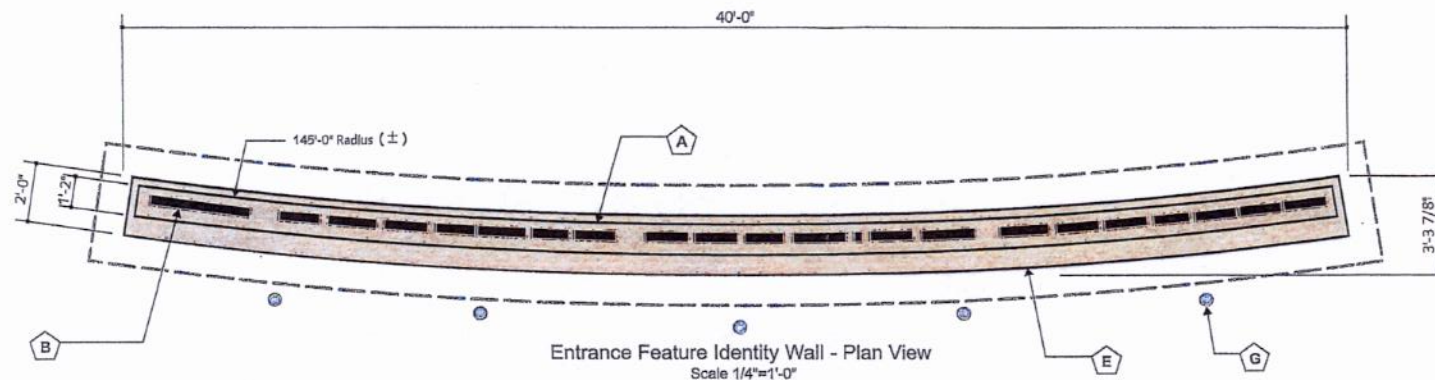
B2.01

General Material Notes:

- | | | | |
|---|---|--|--------------------------------------|
| A Fabricated aluminum crown cap | C Painted aluminum tube | E Stone veneer over fabricated metal or concrete base | G Low voltage accent lighting |
| B Internally illuminated channel letters | D Fabricated aluminum architectural brackets | F Cementitious exterior cladding board | |

General Design Note:

Sign design shown are illustrated for conceptual review only. Final design, dimensions and area may vary from concept illustration shown, but max. allowable sign area and sign structure area will not be exceeded.



Project Name:



Project Owner:



Project Architect:



No.	Description	Date:
01	SFO Review	05/05/16
02	SFO Review	05/06/16

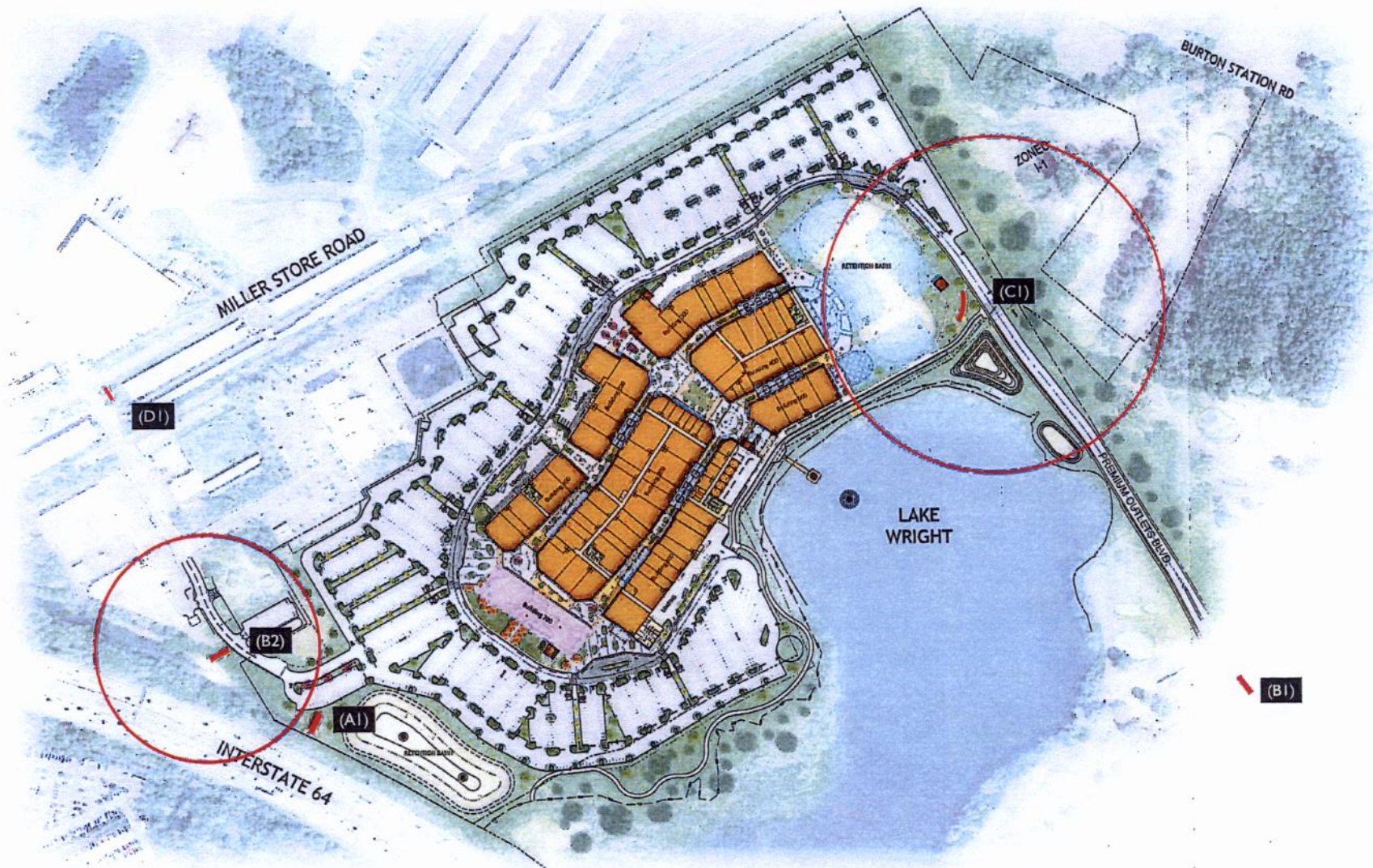
Site Identity Monument Wall Graphic

Sign Type:
CI

Elevation Study

Project:	131204
Date:	04/15/16
Scale:	Noted
Drawn By:	NL
Checked By:	DG

CI.01



**3D
STUDIO**
graphic design services
1965 Shaw-Kopp, Inc. • Norfolk, VA 23511
P. 813-631-4851 • F. 813-631-4805

Project Name:

**NORFOLK
PREMIUM OUTLETS**
A SIMON CENTER

Project Owner:

SIMON
PREMIUM OUTLETS

Project Architect:



No.	Description	Date
01	SPO Review	05/05/16

Site Identity
Monument
Wall Graphic

Sign Type:

CI

Site Placement
Plan

Projects:	131204
Dates:	04/15/16
Seals:	Noted
Drawn By:	NL
Checked By:	DG

CI.00